

राष्ट्रीय विज्ञान संग्रहालय परिषद
NATIONAL COUNCIL OF SCIENCE MUSEUMS
(संस्कृति मंत्रालय, भारत सरकार/MINISTRY OF CULTURE, GOVT.OF INDIA)
कोलकाता/KOLKATA -700091

सं-आई/1-13019/1/1605

दिनांक/Dated: 23.12.2024

कार्यालय ज्ञापन/OFFICE MEMORANDUM

A Standard Operating Procedure (SOP) [attached] has been prepared for proper & authorized use of NCSM Logo, Name, Data & Creative Materials for adoption in NCSM (Hqrs.) and its constituent units including all satellite units and all concerned are requested to ensure implementation of the guidelines stated in the said SOP.

This will come into force with immediate effect.

This issues with the approval of the Competent Authority, NCSM.

(सुब्रत कुमार मिश्र/ Subrata Kumar Mishra)


23/12/24
सचिव / Secretary

To,

- 1) PPS to DG, NCSM
- 2) DDG, NCSM
- 3) Directors of all NCSM units/MD, CMD
- 4) Finance & Accounts of NCSM (Hqrs.)
- 5) Sr. CoA/CoAs/CoFA/Dy.CoAs/Dy. CoFAs/SOs of NCSM units
- 6) PCs/DSOs of NCSM units
- 7) CEO/SE, NCSM
- 8) PRO, NCSM & Hindi Cell
- 9) Office copy

Standard Operating Procedure (SOP) for the Use of NCSM Logo, Name, Data and Creative Materials etc.

1. Purpose

This Standard Operating Procedure (SOP) outlines the guidelines for the proper use of the logo, name, data, and creative materials (Graphic, Video etc.) of the National Council of Science Museums (NCSM). It is designed to ensure consistency and integrity in all representations of NCSM by vendors, service providers, external organizations, and collaborators involved in any program or event organized in partnership with NCSM or outsourced by NCSM.

2. Scope

This SOP applies to:

- **Vendors** providing goods and services to NCSM.
- **Partner organizations** involved in programs or events in collaboration with NCSM.
- **Third-party designers** or contractors/vendors creating materials for NCSM or its units (Science Centres/Museums under NCSM).
- Any party involved in the use, reproduction, or adaptation of NCSM's logo, name, data related to NCSM and any brand assets.
- The conditions will apply to any display or publicity materials attached/ inserted/ used in association with programs and objects of NCSM even when the Logo of the council is not imprinted upon it.

3. Definitions

- **Logo:** The official graphic representation of the NCSM, including all registered trademarks and visual identifiers.
- **Name:** The formal designation of the National Council of Science Museums (NCSM) and any official program or initiative under its purview. This will include names and programmes of all the units of NCSM.
- **Creative Materials:** Any visual, textual, or multimedia content created by collaborating or partner agencies for use in promotions, advertisements, programs, publications, websites, galleries, exhibitions, social and digital media etc.

4. General Guidelines

The NCSM's logo, name, and creative materials are intellectual property and must be treated with respect and used only in ways that reflect the values and culture of the organization. Unauthorized or inappropriate use of these assets is prohibited.



- **Authorized Use:** Parties may use NCSM's logo, name, data and creative materials after receiving written permission from NCSM only.
- **Approval Requirement:** All materials (including, but not limited to, brochures, pamphlet, posters, digital content, etc.) that use NCSM's logo or name or any other brand assets used in association with programs and objects of NCSM must be submitted to the Nodal Media Officers of the units (Designated Curator or Any Other Officer)/In charge of the Public Relations Section, as the case may be, for recommendations and final approval of the competent authority of NCSM (Director of NCSM units/DDG/DG) before public release or distribution.

5. Use of NCSM's Logo and Name

a. Logo Guidelines:

- The NCSM logo must be used in its original form without modification or alteration. Logo can be downloaded from the Media Kit section in NCSM's website. It should be used in the same ratio as given on the website of NCSM.
- The logo should maintain clear space around it, free from other text or graphic elements to preserve its visibility and integrity.
- It is not permissible to resize or distort the logo or to change its colour, orientation, or font.

b. Logo Placement:

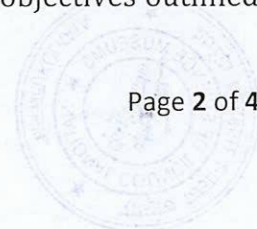
- The NCSM logo should be placed prominently in materials, typically at the top of the page, in a location (Left, Right or Centre) where it can be easily seen.
- For collaborative events, both the NCSM logo and the partner's logo should appear with equal prominence, subject to prior approval by NCSM.

c. Use of name of NCSM / Units under NCSM:

- The full name "National Council of Science Museums" should be used when referring to the organization in formal communications. For science centres under NCSM, full name of the centre should be used, followed by – A unit of National Council of Science Museums (NCSM), Ministry of Culture, Govt. of India. Abbreviations like "NCSM" may be used after the first full reference.
- The name should not be altered, shortened (without expanded full form at least once in first reference), or used in any misleading manner.

d. Context of Use:

- The NCSM logo and name, including name of the units of NCSM, should only be used in contexts that align with NCSM's vision, mission, and objectives outlined



in the Memorandum of Association of NCSM and other such documents issued and amended from time to time.

- The logo should not be used in any promotional material for commercial purposes, unless specifically approved by NCSM.

6. Creative Materials Approval Process

a. Submission for Approval:

- All creative materials intended for use by vendors, collaborators or external organizations, including but not limited to posters, banners, brochures, websites, videos, social media posts, digital advertisements etc. must be submitted to NCSM for approval.
- The submission must be made in advance of any printing or distribution and should be submitted at least 15 working days prior to the event or program launch. The competent authority (DG/DDG/Director of NCSM units) has the authority to decide whether to accept or reject any such proposal received in the event of an emergency in less than the prescribed time.
- All the proposals may be submitted through the following link: <https://docs.google.com/forms/d/e/1FAIpQLSfOt-VU47V18KdFNk-4SdqesnO3VBiGeOGZHLi78cfwtYlfhg/viewform>
- If any content is oversized to be uploaded, it may be sent to the concerned authority through pen drive for approval.

b. Approval Authority:

- All proposals will be reviewed by the Nodal Media Officers of the units (Designated Curator or Any Other Officer)/In charge of the Public Relations Section, as the case may be, and sent for the approval of the competent authority of NCSM and/or its units. If the proposal is for one city or one zone of NCSM, the concerned zonal director will be the final approving authority. In other cases, when the program is proposed to be held in multiple cities with the involvement of multiple zones of NCSM, then the final approving authority will be the DG or, in his absence, the DDG. In all cases of international collaborative programs, DG, NCSM will be the final approving authority.

c. Review Criteria: The designated officer (Nodal Media Officers of the units (Designated Curator or Any Other Officer)/In charge of the Public Relations Section) will evaluate submissions based on the following:

- **Brand Consistency:** The material must align with NCSM's established visual identity and messaging standards.
- **Appropriate Representation:** The use of NCSM's name, logo and data must accurately reflect the organization's activities, vision, mission and objectives



enumerated in Memorandum of Association of NCSM and other such documents issued/amended from time to time.

- o **Content Integrity:** Materials should not contain any misleading or incorrect information regarding NCSM, its programs, or any partners.

d. Modification Requirements:

- o If modifications are required, the submitting party will be notified, and a revised version must be resubmitted for approval.
- o Once approval is granted, vendors, collaborators and other concerned organisations may proceed with printing or distribution.

7. Vendors and Collaborators Responsibilities

a. Compliance:

- o Vendors and collaborators must ensure that all materials created and used in relation to NCSM's logo, name, data or any associated intellectual property are in full compliance with the guidelines outlined in this SOP.

b. Confidentiality and Intellectual Property:

- o Vendors and collaborators must protect all intellectual property related to NCSM and maintain confidentiality regarding any unpublished creative material or proprietary information.

c. Awareness:

- o All vendors and external collaborators are encouraged to seek guidance from NCSM for use of such materials/resources. NCSM will provide necessary guidance on proper use of logo, data, creatives etc. For more details, please contact with Public Relation Officer, NCSM (Email: pro@ncsm.gov.in).

8. Penalties for Non-Compliance

Any unauthorized use or misrepresentation of NCSM's name, logo, data or creative materials may result in:

- Immediate cessation/termination of the partnership or contract.
- Legal action applicable as per law.
- Any financial penalties or restitution for damages caused by misuse.

9. Conclusion

This SOP is designed to maintain the integrity and professionalism of NCSM's branding efforts and to ensure a consistent approach to its representation in collaborative and public-facing materials. Vendors, partners, and external organizations are required to adhere strictly to these guidelines to safeguard NCSM's reputation and intellectual property.

This SOP will be reviewed and updated periodically to reflect changes in the organization's branding strategies or any other relevant developments.

